

Living in a rural area and desiring diversity in viewing options, we have no choice other than satellite service. Over the ten years that we have subscribed we have been forced to pay for "bundled" content of various types. No single bundle has met all of the options that, as viewers, we would like to purchase, but about 50% of every bundle has been programming that is of no interest to us. With Direcway the only bundle that would include all of our choices would cost abiyt \$140/month, and over 70% of that content would never be watched. Of course Direcway has good (profitable) reasons for arranging the contents of these bundles as they do. However, allowing subscribers to pay fo exactly what they want would allow the viewer market to function and drop the material that is of limited or no interest to viewers. I would not expect my monthly cost to be significantly reduced if given the chlice to recieve only the channels I want.